

# GRAPHICAL REPRESENTATION OF WEB SITE INTERACTION

## ABSTRACT OF INVENTION

Disclosed are novel methods and apparatus for provision of efficient, effective, and/or flexible graphical representation of web site interaction. In an embodiment of the present invention, a method of generating a graphical representation of interaction between a plurality of reservoirs is disclosed. The method includes determining a number of referrals to each of the plurality of reservoirs from the remaining plurality of reservoirs; determining a total traffic handled by each of the plurality of reservoirs; determining reservoir types and representing each of the plurality of the reservoirs accordingly; determining a relative size of each of plurality of reservoirs; connecting select reservoirs from the plurality of reservoirs; providing a plurality of net flow indicators between the select reservoirs; and providing a plurality of outflow indicators between the select reservoirs.